

WALKING *the* WALK

| **COLLEGE BOUND** ANNUAL REPORT 2013 |



Scott Baier
Executive Director

Dear Friends,

College Bound students travel the path to college degrees with no map. They are trailblazers and pathfinders. They are explorers of unfamiliar terrain. Nearly all are the first in their family to go to college. Many grew up marginalized by poverty, a struggling education system and exposure to violence and racism. Their walk is a showcase in strength, commitment and focus.

That is why the concept of “Walking the Walk” means so much to us. The roads our students walk are both perilous and glorious. Their achievements are won by hard work. College Bound serves as their compass – orienting them in the right direction and making sure they don’t get lost along the way.

But the journey, and the destination, is theirs.

College Bound’s eight-year history has also been a journey, and we are just getting above the tree line. You have been by our sides when the path was rocky and difficult, and with your partnership, we can now see the summit.

We are proud to walk with you,



A handwritten signature in black ink, consisting of a stylized 'S' followed by 'Baier'.

Scott Baier
Executive Director

WALKING *the* WALK

Walking *the* Walk is in College Bound's DNA. The walk is dimly lit and sometimes filled with doubt and stumbling blocks, but for those on the journey, there is a certainty: We will keep going.

The first classes of College Bound students are a powerful citizenry. They are in fields of science, law, and education reform. They dared to take a path they did not inherit, but forged themselves.

College Bound has grown and many people are now Walking *the* Walk. Our determination is no longer the mindset of a few. It lives in the hearts of our staff and Board and is the reason why each day, we march on.



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| DEGREES |

In one symbolic gesture, a piece of parchment is passed from hand to hand and a destiny is rewritten. We are humbled by the meaning of this moment, the unbridled joy of students and families. Just one adult with a college degree can change the cycle of poverty in a family line forever.



| our mission |

College Bound
provides promising
students from under-
resourced backgrounds
with the academic
enrichment, social
supports and life skills
needed to succeed in
college and careers.

| academics |

Get Your Prep On provides ninth graders and their families with early information and resources on how to plan, prepare, pay for and pursue a postsecondary education. It reaches all freshmen in our four partner schools and at select youth-serving organizations.

To & Through is a system developed by College Bound that prepares the "whole child" for success in college and life. Throughout high school and college (seven to nine years), students gain academic competencies, social and emotional skills, college application abilities and an ethic of community service. This strong and long approach creates learners with a mindset to grow, persist toward goals, contribute to the workforce and give back to the community.



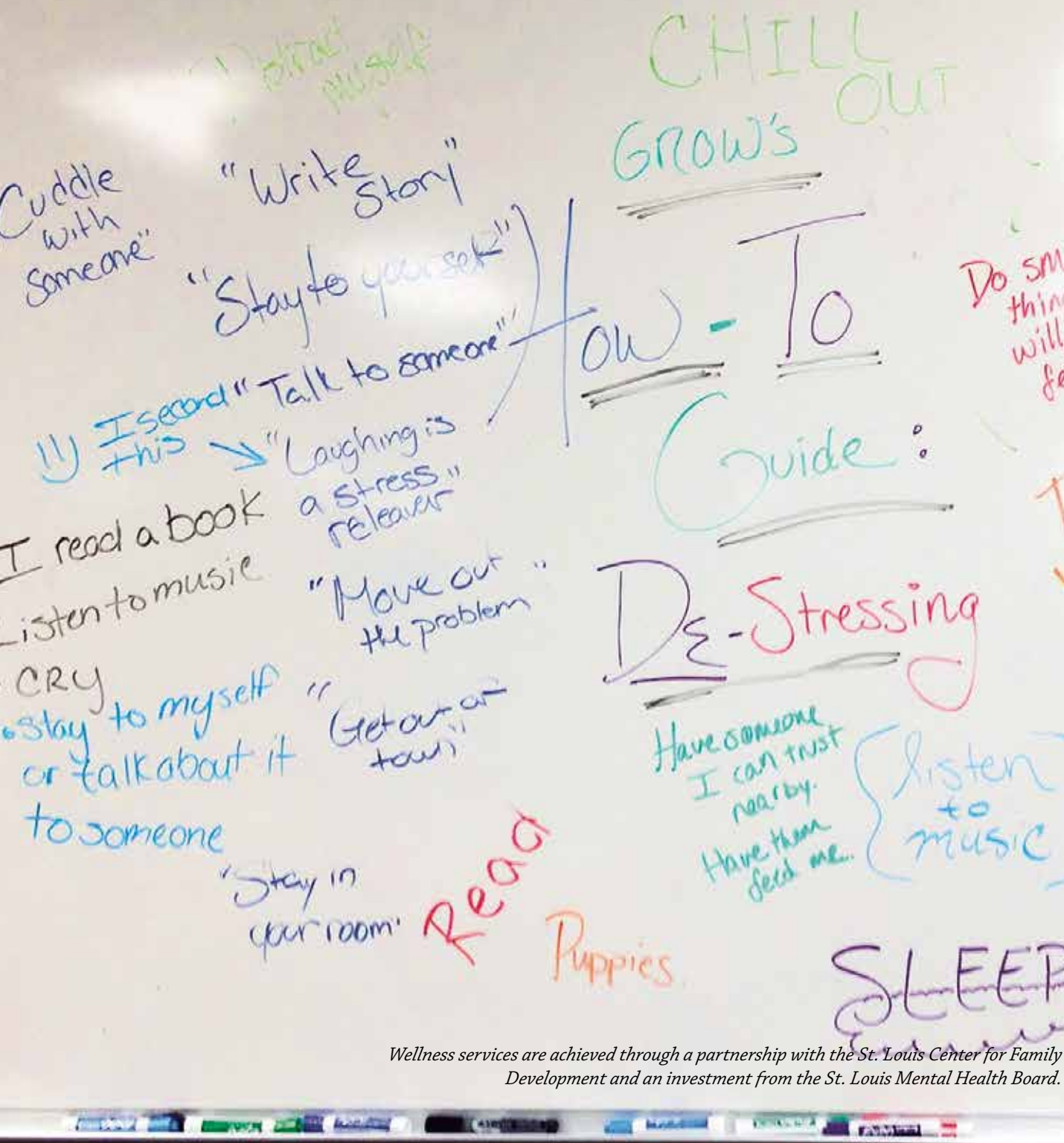
| wellness |

Many CB students live with chaos at home, undernourishment, limited medical care and the lingering burden of exposure to violence.

At College Bound, we have a full-time Wellness Coach/licensed counselor, Jennifer, who is dedicated to helping students and families in crisis. She provides one-on-one counseling and group therapy. She connects students to community partners, AND advises our AmeriCorps staff as they support our students through anxiety, homelessness and abuse.

In addition to mental health, we also look out for our students' physical health. We are grateful to our partners such as The Lifelong Vision Foundation. They offer free eye exams to our students so they can see the board in class, and their way to success.

Wellness services are achieved through a partnership with the St. Louis Center for Family Development and an investment from the St. Louis Mental Health Board.

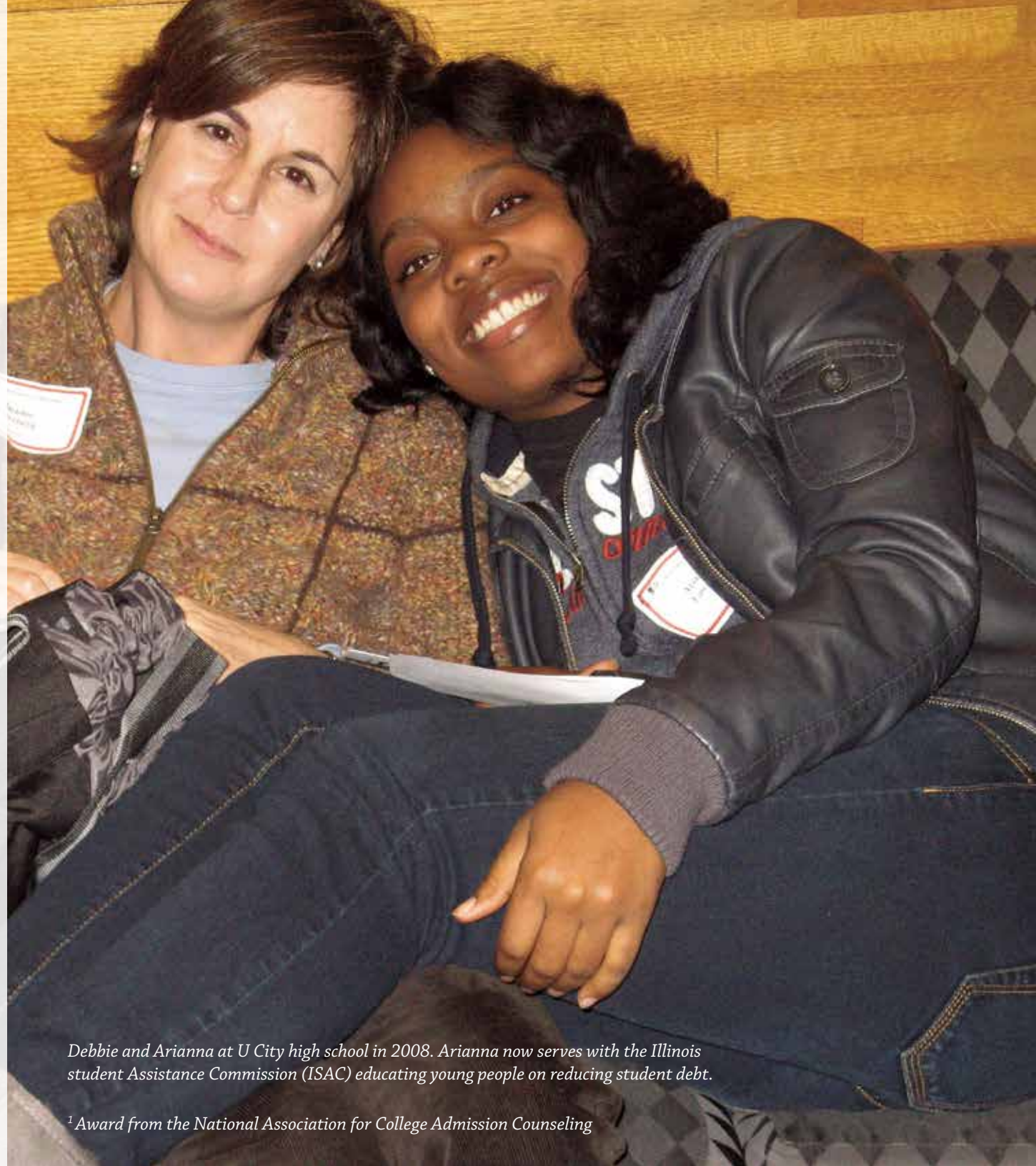


| college counseling |

College Bound works closely with our high school seniors and their families to ensure they are exposed and admitted to colleges that match their academic, cultural and financial needs.

Preparation for college begins in tenth grade with college fairs, meetings with college reps and campus tours. Fly-in and summer programs generously sponsored by universities such as Kenyon, Barnard, Lawrence and Macalester prepare students to interact with diverse populations, complex institutions and challenging college course work.

Director Debbie Greenberg, winner of the national 2011 Counselors That Change Lives award¹, has overseen the College Bound counseling program since 2006, and trains high school program staff in her methods.



Debbie and Arianna at U City high school in 2008. Arianna now serves with the Illinois student Assistance Commission (ISAC) educating young people on reducing student debt.

¹Award from the National Association for College Admission Counseling

| colleges our students attend |

Agnes Scott College	Lincoln University	Southern Arkansas University
Alabama Agricultural & Mechanical University	Lindenwood University	Spelman College
Art Institute of St. Louis	Maryville University	St. Louis Community College - Florissant Valley
Bacone College	McKendree University	St. Louis Community College - Forest Park
Beloit College	Millikin University	St. Louis Community College - Meramec
Clark Atlanta University	Mineral Area College	St. Louis University
Colgate University	Missouri Baptist University	Stephens College
College of Wooster	Missouri State University	Tennessee State University
Cornell College	Missouri University of Science & Technology	Truman State University
Cottey College	Missouri Valley College	United States Air Force Academy
Dominican University	Missouri Western State University	University of Arkansas - Pine Bluff
Ellsworth Community College	Morehead State University	University of Central Missouri
Fontbonne University	Morehouse College	University of Iowa
Grambling State University	North Central Missouri College	University of Missouri - Columbia
Hampton University	Northwest Missouri State University	University of Missouri - Kansas City
Harris-Stowe State University	Northwestern University	University of Missouri - St. Louis
Hickey College	Princeton University	University of Oklahoma
Hope College	Ranken Technical College	Washington University in St. Louis
Illinois Institute of Technology	Ripon College	Webster University
Jackson State University	Rockhurst University	Westminster College
Langston University	Sewanee-University of the South	William Jewell College
Lawrence University	Simpson College	William Woods University
Lehigh University	Southeast Missouri State University	

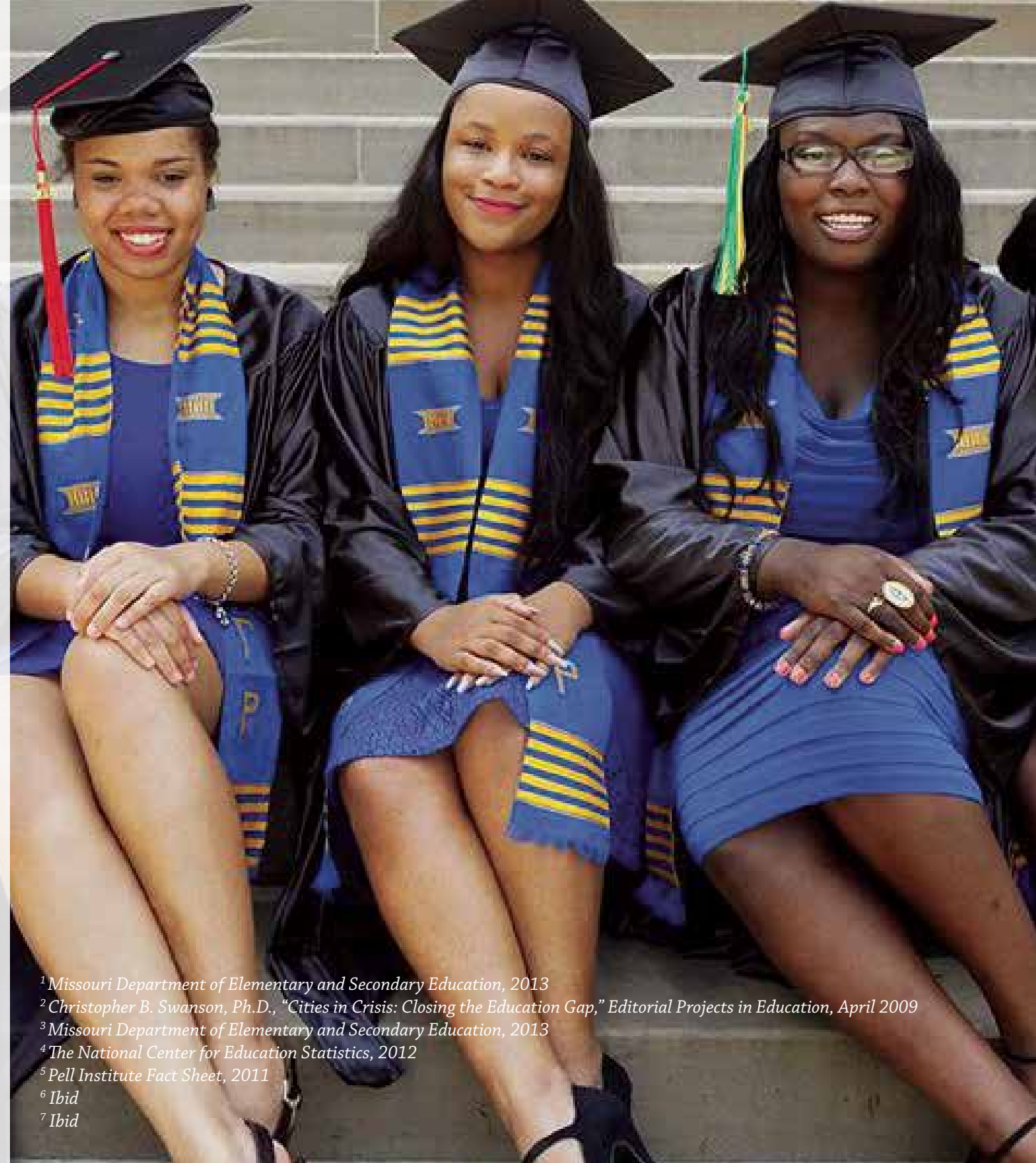
| impact |
since 2006

99% of CB students have graduated from high school compared to only 68% of St. Louis Public School students¹ and 53% of low-income students living in cities.²

95% of CB students have matriculated to college immediately after high school, compared to 66% of St. Louis Public School graduates³ and 51% of low-income graduates nationwide.⁴

92% of CB students persisted from 1st to 2nd year, 81% persisted from 2nd to 3rd year, and 73% persisted from 3rd to 4th year. By comparison, fewer than 50% of low-income students nationally re-enroll for their junior year and just 11% of low-income first generation students graduate within six years.⁶

In 2013, CB collegians graduated at **5 TIMES** the rate of their low-income, first-generation peers, and above the rate of students with family incomes of \$100,000+.⁷



¹ Missouri Department of Elementary and Secondary Education, 2013

² Christopher B. Swanson, Ph.D., "Cities in Crisis: Closing the Education Gap," Editorial Projects in Education, April 2009

³ Missouri Department of Elementary and Secondary Education, 2013

⁴ The National Center for Education Statistics, 2012

⁵ Pell Institute Fact Sheet, 2011

⁶ Ibid

⁷ Ibid

| CAREERS |

College Bound's focus on careers begins in 10th grade. We understand that degrees are the beginning of a path to wealth generation and an end to generational poverty. Through family-sustaining careers, our students become taxpayers, voters and educated parents. When their sons and daughters enter kindergarten, our alumni will not check the box for Free and Reduced Lunch.

| workforce readiness |

To succeed in the workforce, young people need critical thinking and presenting skills along with traits such as conscientiousness, dependability, and social graces. School systems focused on achieving or maintaining accreditation have little time to cultivate the practices that are necessary for career success.

It is paramount that students enter business cultures knowing the right signs and signals to attract retention and promotion.

We focus on abilities to think critically, communicate effectively, practice resilience, understand delayed gratification and actively lead. Students grow to understand what it takes to listen and be heard in order to move ahead at work.





| career panels |

Students from impoverished homes aren't often exposed to careers in science, wealth management and entrepreneurship. They may not know these careers even exist. Because of this, we fill our building with smart, caring professionals who speak passionately about their careers. Approachable adults encourage questions. Men in ties and women in suits speak openly about their successes and failures.

Through career panels, young people expand their ideas of work, and talk candidly at home about how college can prepare them for jobs they love and salaries that will sustain their future families.

After students' eyes are opened to new opportunities and interests, those new interests are tested with a real world experience in the industry of their choice.

| job shadowing |

College Bound students get direct exposure to envision the variety of careers available at software companies, law or architectural firms. The goal of CB's job shadowing program is to introduce our students to career options they didn't know existed.

CB's job shadowing partners create immersion experiences in areas such as HR, biotech, marketing, hospital administration and IT. Students go to lunch with employees and speak to adults who were the first in their families to graduate from college.

At one law firm, students were asked their opinions about a deposition lawyers were preparing. During the car ride home, they told their volunteer driver, "We couldn't believe that attorneys wanted to know what we thought. But they really did!"

Job shadowing is one more way CB creates a pathway to earning for a new generation of college graduates.





A+

Among 2013 partners:
Ameren, Answers.com, Boeing, Fat Chimp Studios,
Jazz St. Louis, Kemper Art Museum, Lewis, Rice, & Fingersh,
Precision Practice Management, Ritz-Carlton, Rung,
Sense Corp, Washington University Design & Construction

| impact |

A college graduate with a bachelor's degree will earn \$1M more, over a lifetime, than a high school graduate.¹

The impact of a college degree affects every aspect of a student's life and that of their future families.

Graduate spotlight:

Olachi is serving her second year as an AmeriCorps at Habitat for Humanity;

Ulysses is in graduate school and launching an internship program for low-income high school students;

JJ has returned to her elementary school to teach science;

Karissa, Tanner, Bobbie and **Alexis** work in the nonprofit, education and public policy sectors;

Arriana was accepted to law school;

Chris is pursuing his PhD;

Reggie, Nichole, Dominique (of blessed memory) and others have returned to CB to light the way for others.



Kadijia is currently working for Anheuser-Busch as a Guest Service Specialist.

¹ US Census, American Community Survey Briefs, 2012

| LEADERSHIP |

Leadership is more than a concept at College Bound, it is a set of practices energized daily by the purpose and meaning of our work. Our passion for change propels us to be course setters, engaging and influencing others, and bringing programs to scale. We know that to lead, however, we must also remain learners, and courageously navigate uncharted waters. In this climate of both openness and determination, CB strives to create impact in an ever-evolving educational landscape.

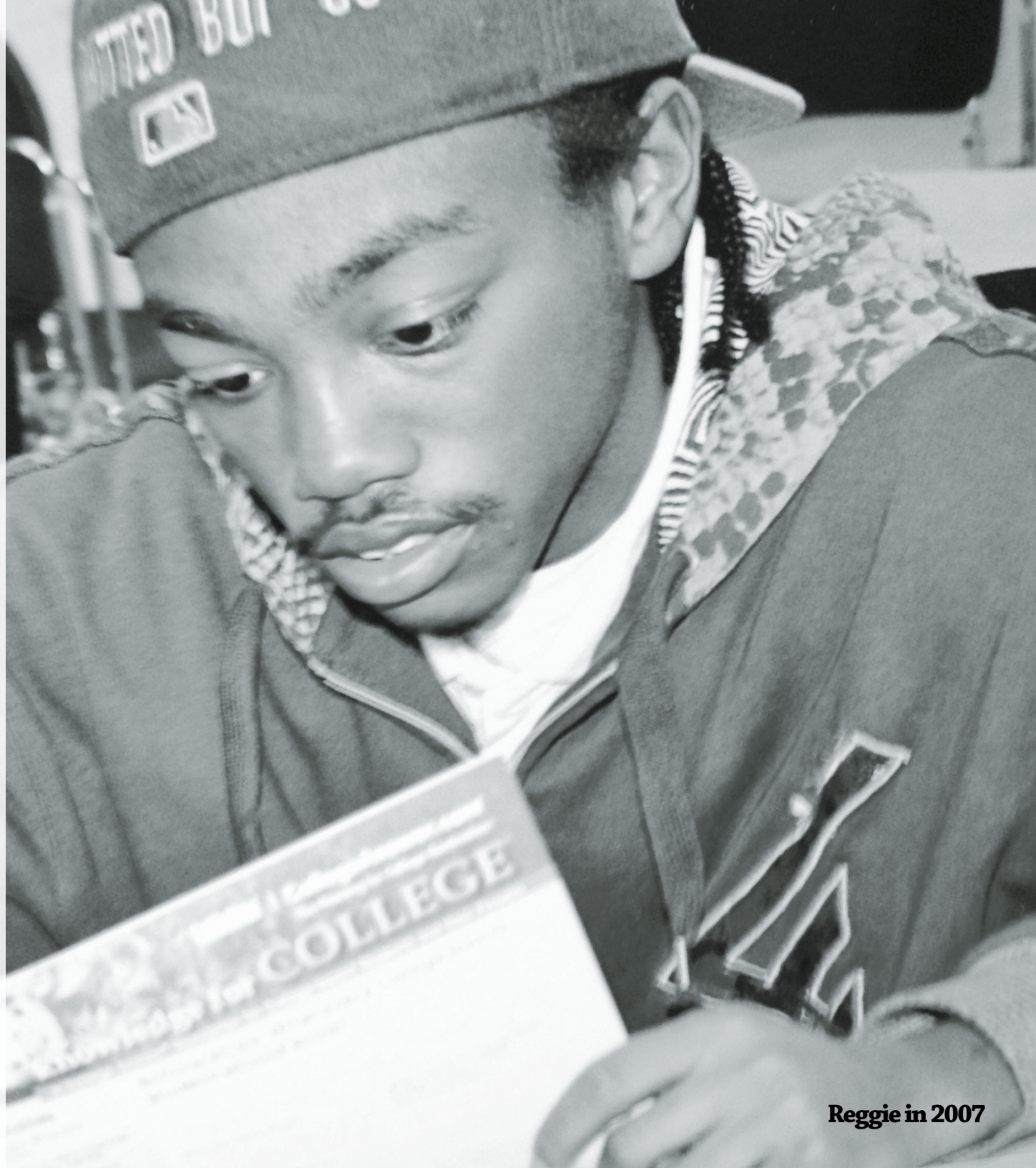
| why we exist |

Reggie came to College Bound in that abyss between adolescence and young adulthood. His book had a cover, but the story had yet to unfold.

He'd say he joined College Bound because people were nice, and snacks were dependable. The ecosystem of fatherless families, dangerous neighborhoods, unemployed or overworked mothers and siblings in the justice system, did not show their toll.

Reggie began to write and rewrite his story in high school. Although he struggled to focus, he was determined to succeed. Throughout high school, Reggie showed an inner resolve we now describe as "grit."

After high school, Reggie went to Southeast Missouri State University (SEMO) and emerged as a deeply kindhearted leader. His quiet confidence earned him summer internships with SEMO Athletics, the St. Louis Cardinals and the St. Louis Blues.



Reggie in 2007



Reggie in 2013

The year before Reggie graduated college, he took the stage at our Cap & Gown Ball. In his remarks, he said, “I hope in a few years, I will be here again, not as a student or presenter, but as a guest sitting where you are, giving back to College Bound the way you are giving to us tonight.”

The following spring, after receiving his bachelor’s degree, Reggie began giving back to College Bound as an AmeriCorps Completion Coach. He guided students through the difficult transition from high school to college.

Reggie represents the very best of what we hope for in our family. His own honorable character emerged in an environment where people supported him, believed in him, and kept him feeling safe. All our young men have the potential to be Reggie.

| servant leadership |

*“Give me a firm spot on which to stand,
and I shall move the earth.”*

- Archimedes

Servant leadership is a philosophy and practice that enriches the lives of individuals, builds better organizations and ultimately creates a more just and caring world.

Since CB’s founding, our purpose has been not only to ensure our students get their degrees but - even more importantly - that they make a difference in the lives of others.

CB students engage in service learning throughout high school and continue to give back during winter breaks while in college. This ongoing experience as positive role models and change agents deepens their persistence toward challenging goals and buffers them against “environmental pulls” that compete with college completion.



| leading innovation |

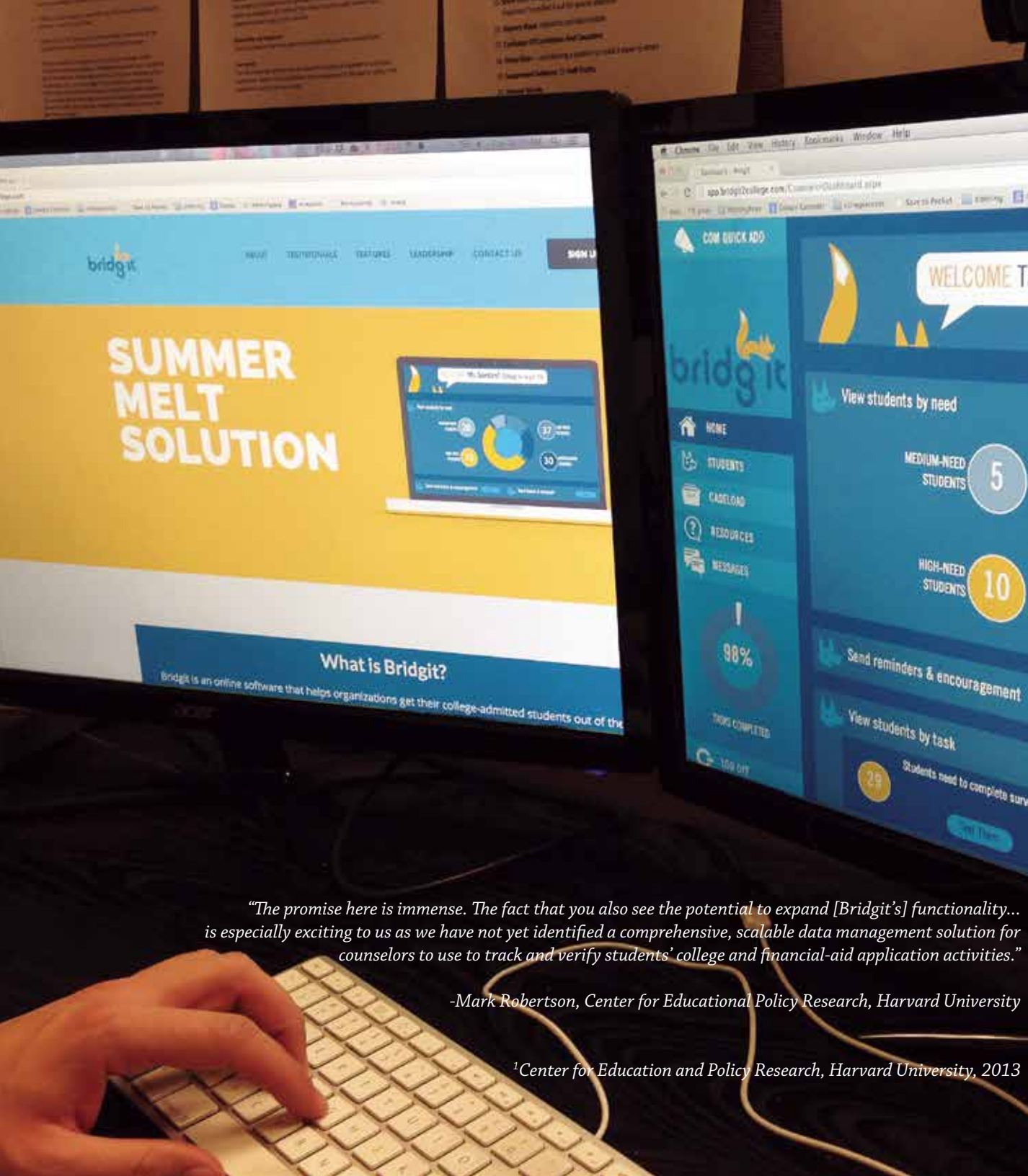
Our program model is ambitious, powerful and proven. We ask: How can we leverage our knowledge to impact students nationwide?

In 2013, College Bound created “Bridgit,” an online application. Bridgit addresses “summer melt,” a term describing high school seniors who have been accepted to college but fail to show up in the fall.

Up to 40 percent of low-income, college-intending students fall victim to summer melt. This compares to 20 percent of students among all income groups nationally.¹

In its pilot year, Bridgit reached 1,500 students at six high schools and two college access centers in three states.

Bridgit makes data actionable for counselors and includes features such as; texting, in-system messaging, a resource library, communication logs and 24/7 connectivity. Bridgit earned the global Outsystems Innovation Award of 2014.



“The promise here is immense. The fact that you also see the potential to expand [Bridgit’s] functionality... is especially exciting to us as we have not yet identified a comprehensive, scalable data management solution for counselors to use to track and verify students’ college and financial-aid application activities.”

-Mark Robertson, Center for Educational Policy Research, Harvard University

¹Center for Education and Policy Research, Harvard University, 2013

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Lisa Zarin accepts The College Access Organization Award of Excellence. From left to right: Sue Byers (Chief Academic Officer, College Success Foundation), Lisa Orden Zarin, Kyle Malone (Senior Program Officer, USA Funds), Pranav Kothari (President of Board of Directors, National College Access Network)

| national impact |

The **National College Access Network** honored CB with the College Access Organization Award of Excellence.

TG Philanthropy invested \$200,000 to launch a two-year strategy to strengthen students' non-cognitive skills.

The **Harvard Family Research Project** selected CB to be one of four programs featured in a report exploring innovative approaches to preparing students for success in college and careers.

CB was named one of America's 100 top-performing nonprofits by the **Social Impact Exchange**.

The Michael & Susan Dell Foundation awarded CB a \$750,000 grant to develop, pilot and evaluate "Bridgit," a nationally scalable solution that mitigates the devastating impact of summer melt.



George & Melissa Paz greet CB student Davontae at the 2013 Cap & Gown Ball.



| cap & gown ball 2013 |

Over 400 supporters welcomed 100 College Bound students with open arms. Together, we raised \$560,000 to transform the lives of beautiful, promising young students like Davontae.

When you stick with students and surround them with resources, pride and love they become our neighbors and most importantly, future parents with college degrees.

A very special thank you to our
presenting sponsor

Express Scripts

for making St. Louis Proud.



St. Louis

PROUD

| financial report card |

College Bound (A Million Stars, Inc.)
Statement of Activities
January 1, 2013 - December 31, 2013

Support & Revenue

Contribution Revenue	\$1,758,457
Special Events	\$561,757
In-Kind Contributions	\$91,357
Investment Income	\$71,462
Other	\$2,427
Total Support & Revenue	<u>\$2,485,460</u>

Functional Expenses

Program	\$1,476,614
General & Administrative	\$158,744
Fundraising	\$223,403
Total Functional Expenses	<u>\$1,858,761</u>

Change in Net Assets	<u>\$626,699</u>
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Net Assets, beginning of year	<u>\$2,202,391</u>
Net Assets, end of year	<u><u>\$2,829,090</u></u>





| GIVING |

we are forever grateful to walk with our hundreds of angels

SOULMATES | \$500,000 - 1M+ |

Ferring Family Foundation*

ANGELS | \$250,000 - 499,999 |

Anheuser-Busch Foundation*

GUARDIANS | \$100,000 - 249,000 |

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Missouri Department of Higher Education

TG Texas Guaranteed

HISTORY MAKERS | \$50,000 - 99,999 |

Monsanto Fund

St. Louis Mental Health Board

USA Funds

FOUNDERS | \$25,000 - 49,999 |

Cardinals Care

Citi Foundation

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PIONEERS | \$10,000 - 24,999 |

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* multi-year gifts

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Please forgive us for any unintended misspellings or omissions.



| AmeriCorps |

Each year, CB recruits a diverse group of AmeriCorps (ACs) with a record of achievement who give and commit to up to three years of service to equity in education.

In 2013 our ACs served, taught, mentored and hoped for better outcomes for 650 College Bound students through 40,800 hours of service valued at more than \$863,000 - all in exchange for a modest living stipend.

While we live by our data, we cannot quantify our ACs' depth of commitment to build relationships with our students. Jordan shares, "going into the year you know that you will become close with your students, but nothing can prepare you for the depth that awaits in each and every interaction."

College Bound celebrates the impact our AmeriCorps leave on our students that lives beyond their service.

